- Injunction delays RCA transponder bidding
- Copyright bill, minus protection, wins passage
- Cable Health Network schedules launch date
- Comsat, General Electric eye data transmission

CableVision

The news and features weekly of the cable television industry

April 12, 1982

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LA cable operators fight STV domination

CableVision Volume 7, Number 31, April 12, 1982

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CBN bags a peacock in golf coverage deal. Page 31.

Lost in space

Opponents of RCA's Satcom IV rent-a-transponder plan were granted an injunction, thereby delaying the multimillion-dollar leasing process. **Leading the week, pages 13-24.**

Protection stripped

The House Judiciary Committee approved the cable copyright bill. However, that bill was stripped of protective amendments designed to guard against retransmissions of sporting events. **Leading the week, pages 13-24.**

Political replacement

Cable News Network, in a major programming change, is replacing the *Freeman Reports* with a new political talk show. **Leading the week, pages 13-24.**

Launch adjustments

Cable Health Network has set a launch date which is forcing Eastern Microwave to seek out new satellite space. **Leading the week, pages 13-24.**

Data bound

Business data transmission is the focus of two new ventures announced by Comsat and General Electric. **Leading the week, pages 13-24.**

Franchising spurs

Government officials are playing a new game in awarding franchises. New demands are spurring the industry into technological advancements and unexpected problems. Leading MSOs recently addressed those issues. **Leading the week, pages 13-24.**

CBN bags a peacock

NBC ended its brief reign as a network without a cable partner when it signed an agreement to allow CBN to carry coverage of the Dinah Shore Invitational women's golf tournament. **Page 31.**

Documenting a shift

Growing pay TV reliance on non-fictional matter surfaces as a new reality for producers and programmers in cable industry. **Page 31.**

Marketing milestone

MSOs' figures show added benefits to fresh marketing approaches for pay service offerings. **Page 40.**

Speak softly, CNN

Cable News Network unleashed a print advertising blitz in some of the most read weekly news magazines in the nation. The response has not been what was expected. **Page 42.**

Metromedia—full house

Comp-U-Card has entered a partnership to produce satellite-delivered video shopping service for cable. **Page 67.**

Ringing up support

AT&T is preparing a massive lobbying effort in Congress in an effort to turn the tide of a House subcommittee bill. **Page 85.**

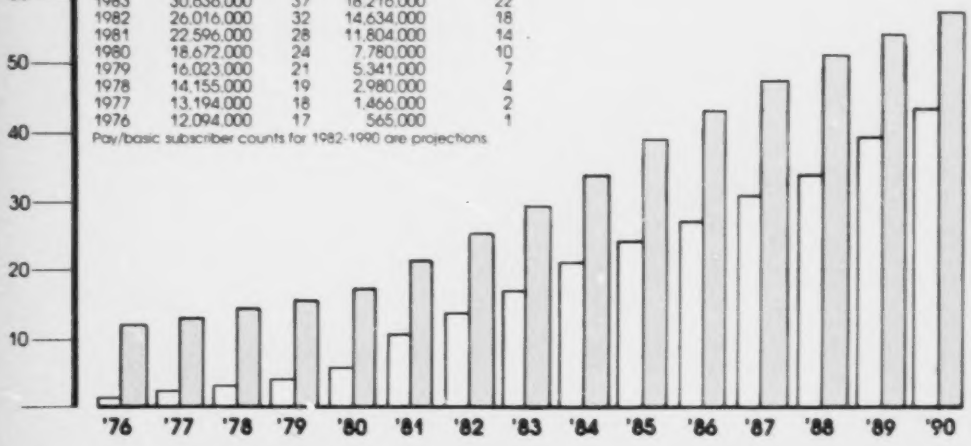
This week in *CableVision Plus*

Four cable marketers (Art Dwyer, Rupert Walters, Burt Staniar and Charlie Townsend), recruited from packaged goods industries, cast a critical eye at their new territory. The Marketing and Advertising theme continues with a look at door-to-door sales, a technique that has once more found favor. A survey of the Los Angeles market reveals that cable operators need to rally their persuasive powers to get subscribers to switch from STV to cable. **Pages 43-66.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,938,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 80,700,000

Homes passed by cable (HP) 42,000,976

Percent of TVHH passed by cable 52.05%

Basic cable subscribers 22,821,167

Percent of TVHH with basic cable . 28.28%

Percent of HP with basic cable . 54.34%

Pay cable subscribers 12,051,461

Percent of TVHH with pay cable .. 14.93%

Percent of HP with pay cable .. 28.69%

Percent of basic subs with pay cable 52.81%

Satellite line up

Satcom IIIR (RCA Americom)	**Transponder**
Warner Amex (Nickelodeon/ARTS)	1
PTL Television Network	2
United Video (WGN, WFMT, Lifestyle, Dow Jones, JISAL)	3
Times Mirror for Spotlight	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, The Women's Channel, Cabletext, North American Newstime)	6
ESPN	7
Christian Broadcasting Network	8
USA Network, C-SPAN, BET	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO (west)	13
Cable News Network	14
Warner Amex owned (for CNN2)	15
Showtime, ACSN, National Jewish Television, HTN Plus	16
Showtime, (used by Eastern Microwave for WOR)	17
Reuters, GalaVision (at night)	18
C-SPAN	19
HBO (Cinemax-east)	20
Landmark (Home Theater Network early evening)	21
HBO/Modern Satellite Network, leased for Daytime March 1982	22
HBO (Cinemax-west)	23
HBO (east)	24

Satcom IV (RCA Americom)	**Transponder**
ESPN (Bravo)	6
National Christian Network (Escapade)	7
SIN	8
Warner Amex	11
Showtime (subleased to Compact Video)	15
Trinity	17
HBO	18
American Network	19

Satcom V—Projected launch mid-1982
Satcom IR—Projected launch September 1983
Satcom IIIR—Projected launch September 1983

Westar IV (Western Union)	**Transponder**
CBS Cable	3D
SIN	3X
Wold Communications	5D
Wold Communications (Financial News Network, SelecTV)	5X
Wold Communications—pay service TBA	9X
Wold Communications (Eternal Word Television Network, EROS)	10D
SPN	11X

Also, ABC TV, Bonneville, PBS, Hughes Television Network, American Satellite, Intelsat, Westinghouse (Satellite News Channels I & II) and Equatorial will have transponders on Westar IV.

Westar V—Projected launch September 1982

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz.Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2) Viacom (2)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Launch date pending demonstration of market demand, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3) Pop Network (3) SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1), Rainbow Communications (1)
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz
Spacenet III—presently being built

Franchising calendar

This chart examines the franchise status of communities during the first quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

California
Alameda—pending.
Bellflower—pending.
Boyle Heights—award to Buena Vista Telecommunications 1/81; 23,000 homes.
Dinuba, Reedly, Sanger, Selma, Kingsburg—award to Teleprompter 1/82.
East San Fernando Valley—Valley Cable TV (Cable America) ranked first by CTIC.
East Yolo—pending.
El Monte—pending.
Garden Grove—award to Rogers Cablesystems 2/82; 40,000 homes.
Gardena—award to Teleprompter 2/82; 17,000 homes.
Grand Terrace—pending.
Hacienda Heights—pending.
Hawaiian Gardens—award to CATV West 1/82.
Hawthorne—pending.
Lakewood—applications due 4/30/82.
Lomita—pending.
Los Alamitos—pending.
Sacramento—applications were due 3/15/82; final selection expected this fall.
San Fernando—pending.
South Los Angeles—pending.
South Whittier—pending.
Torrance—award to Teleprompter 2/82; 52,000 homes.

Colorado
Cherry Hills—award to United Cable 2/82; 1,600 homes.
Denver—Mile Hi Cablevision chosen for negotiation 2/22; 216,000 homes.
Edgewater—pending.
Greenwood Village—pending.
Longmont—second vote on award 5/4/82.
Northglenn—pending.
Thornton—award to ATC 1/82; 15,000 homes.
Wheat Ridge—pending.

Florida
Pinellas County—pending, decision expected 5/82; 100,000 homes.
Plantation—award to Planned Cable Systems 1/82.
Tampa—RFP expected late April.
Walden Lake—pending.

Illinois
Brookfield—pending.
Chicago—cable ordinance adopted, RFP expected in May.
DuPage County—Cable ordinance adopted 1/28; 44,000 homes allowed for.
Flossmoor—award to Centel Cable 2/82; 2,800 homes.
Inverness—award to Centel 2/82; 1,100 homes.
LaGrange, Countryside, LaGrange Park, Indian Head Park, Riverside pending.
Lincolnwood—pending.
Naperville—need has been assessed.
Westmont—beginning process.

Indiana
Boone County (unincorporated areas)—pending.
Cedar Lake—award to US Cable 3/82.
Spring Lake—Quality CATV contract tentatively approved 1/82.
Thorntown—FCC approved this new franchise award to Thorntown Telco 2/82; it then was voided by community.
Westfield—award to Noblesville Cablevision 1/82.
Zionsville—pending.

Iowa
Denver—award to Heritage Communications 1/82.
Waverly—award to Heritage Communications 1/82.

Kentucky
Pioneer Village—award to Bullitt County Communications (Matrix) 1/82; 280 homes.

Maryland
Montgomery County—eight bids received 2/3/82.

Massachusetts
Abington—pending.
Acton—pending.
Braintree—pending.
Bridgewater—pending.
Danvers—pending.
East Rockland—pending.
Foxboro—award to Cablevision Systems 1/82.
Holbrook—pending.
Hull—applications for license due 4/5/82.
Medway—applications due 4/13/82.
Milton—award to American Cablesystems 1/82; 8,500 homes.
Needham—pending.
Norton—award to Rollins Cablevision 1/82; 3,600 homes.
Norwell—pending.
Salisbury—award to New England Cablevision 1/82.
Scituate—applications pending.
Stoughton—pending.
Waltham—pending.
Wellesley—applications due 5/20/82.
West Newbury—applications due 6/1/82.
Westborough—applications due 6/15/82.
Westford—award to Nashoba Cable Communications Inc. 1/82.
Whitman—pending.

Michigan
Detroit—pending.
Farmington, Farmington Hills—award to MetroVision 1/82; 36,000 homes.
Oak Park—pending.
Oakland County—award to Tribune Company/United Cable 3/25/82.
Southern Oakland County (Birmingham, Beverly Hills, Bingham Farms, Franklin)—award to Booth Communications and Heritage Communications 1/82; 15,000 homes.
Sterling Heights—award to Comcast Cablevision 2/82; 35,000 homes.

Minnesota
Anoka, Champlin, Ramsey—award to Teleprompter 1/82; 14,000 homes.
Arden Hills (Northern Suburban Cable Consortium)—to be awarded this week.
Burnsville—need has been assessed.
Chaska—award to United-Zylstra 2/82.
Hastings—pending.
Little Canada—pending.
Kasson—pending.
Northfield City and Township, Dundas, Bridgewater Township, Rice County, Waterford Township, Dakota County—proposals due 5/5/82.
Owatonna—proposals due 4/15/82.
Olivia—pending.
Roseville—pending.
St. Paul—vote 4/27/82 on municipal ownership.
Shakopee—award expected in May.
Wayzata—proposals due 4/5/82.

Missouri
Claycomb—pending.
Glenaire—pending.
Jefferson County (unic. areas)—award to US Cable of Waukegan 2/82.
Maplewood—award to Continental Cablevision 1/82.
Pleasant Valley—pending.
Riverside—pending.
St. Louis—pending.

New Hampshire
Hampsted—pending.
Plaistow—applications due 4/26/82.

New Jersey
Jersey City—1980 award vetoed; proposals now being received.
Patterson—awarded in 1981 to Passaic County Cablevision; municipal ownership now being considered.
Upper Deerfield—pending.

New York
Aurora, Aurelius, Cayuga County, Ledyard, Springport, Union Springs pending.
Freedom—award to Tri-County US Cable TV of Salamanca 2/82.
Harrison—pending.
New York City boroughs—final award expected in spring.
Springport—pending.
Union Springs—pending.
Westfield—pending.

North Carolina
Davie County—pending.
Mecklenburg County—award to Vision Cable 1/82.

Ohio
Brooklyn—municipal ownership decision pending.
Cleveland—pending.
Jackson Township—award to Warner Amex Cable Communications 1/82; 10,000 homes.
Maple Heights—award to Viacom Cablevision 1/82.
Middleburg Heights—pending.
Vermillion—pending.
Wadsworth—award to Warner Amex Cable Communications 2/82; 6,000 homes.
Whitehouse—pending.

Oregon
Dayton—award to Liberty Cable 3/82; 450 homes.
East Multnomah County—pending.
Gresham—award to Viacom Cablevision 2/82.
McMinnville—pending.
St. Helen's—award to Harmon Telecommunications 2/82; 3,000 homes.

Pennsylvania
Philadelphia—three franchises pending.

Rhode Island
Middletown, Portsmouth, Tiverton, Little Compton—pending.
Newport—pending.

South Carolina
Anderson County—applications pending.
Parris Island—award to Acton Corp. 1/82.

Tennessee
Bartlett—award to Heritage Communications 1/82.
Cheatham—award to Cablevision Enterprises 1/82.

Virginia
Dinwiddie County—applications due 4/30/82.
Fairfax County—pending.
Gooch County—pending.
Staunton—pending.
York County—pending.

Washington
Granger, Toppenish, Wapato, Zillah—applications due 6/30/82.
Seattle—pending.

Wisconsin
Brookfield—award to RVS Cable Corp. of Wauwatosa 3/82.
Kenosha—pending.
Milwaukee—award expected May/June.
Mukwonago—award to RVS Cablevision 1/82.